

# Gorman Consulting, LLC

August 6, 2018

To Whom It May Concern:

It's been my pleasure to know and work with Karen Conte for the past 20+ years. The best way I can describe Karen's business acumen is that she is a positive team leader and extraordinary business strategist and business development professional.

Many times I have seen her take disparate ideas and in collaboration with her clients create viable plans, execute them strategically and ultimately turn those ideas into profitable, market leadership outcomes. Karen is competitive and reasonable in her approach. She quickly researches and synthesizes industry best practices to learn what competitors are doing and examines every aspect before recommending a fact based progressive approach. She acknowledges the challenges that lie ahead and proposes viable plans instead of ignoring them and proposing something unrealistic.

Most importantly, I attribute her long-time success to her critical thinking and selling skills. She looks ahead by examining what can be done and what has been done so far to determine the outcome of a strategy. She thinks critically to determine the best course of action to help a client flourish and achieve success.

As a sales / business development professional, Karen develops rapport and builds that sense of trust quickly at all levels of the organization. This enables her to ascertain their needs through open-ended questioning and probing. With that information in-hand, Karen creates personalized solutions to meet those needs and closes the sale, creating a strong relationship built on trust.

Karen has my unqualified professional endorsement and my deepest personal respect.

Sincerely,



Leslie Gorman  
Principal